

ABSTRACT OF THE DISCLOSURE

Techniques for responding to a request for data about an enterprise include storing a set of names for a single entity associated with the enterprise as a first set of corresponding concepts in a database. The database stores descriptions of entities associated with the
5 enterprise as concepts and relationships among concepts. A first concept of the set of corresponding concepts is indicated. When a request including data indicating a particular name of the set of names is received, a response is sent that includes information associated in the database with the first concept. This invention yields alternative concepts related to a first, official or "normative" concept for each entity associated with the enterprise in all
10 forms, e.g., languages. Entities include descriptions of products, services and activities of the enterprise. Relating alternative concepts to normative concepts allows a customer to issue a "wrong" query using any of the alternative terms and yet still retrieve the correct information associated with the normative term.

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